

Phone Number
Pennsylvania
5100

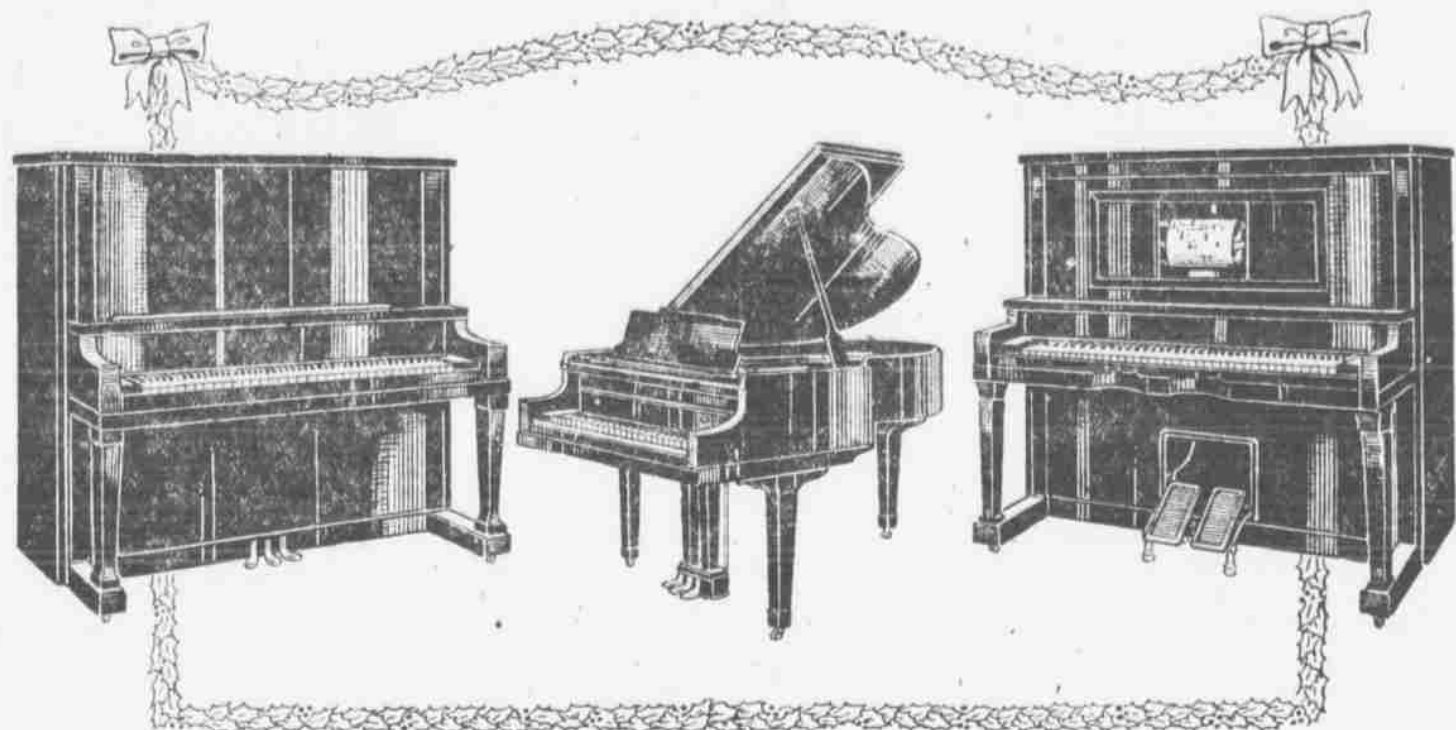
Piano and Phonograph
Salons: Eighth Floor

GIMBEL BROTHERS
32ND STREET - BROADWAY - 33RD STREET NEW YORK CITY

Piano and Phonograph
Salons: Eighth Floor

For Other
Gimbel News
See Pages
20 and 25

Music Salons Open Evenings Until 9 o'Clock



Great Christmas Sale
\$100 OFF

The Regular Marked Price of Any

Player Piano
Upright Piano
Grand Piano
IN THE ENTIRE STOCK

Every price is clearly marked—the regular, fair, low prices for which the Gimbel piano salons are noted. And you deduct \$100! Instead of a feature sale of one make or another—a Christmas Club Sale of every single piano, player piano and grand piano in our stock. Not a few dollars off—as some stage a sale. But a full one hundred dollar saving no matter what price instrument you buy. Think what that means to your Christmas purse—

then add the fact that you have two whole years to pay.

Pianos and players—rightly priced to begin with—brought by this extraordinary reduction to prices we believe to be the very lowest in town. Wonderful grand pianos—player grands and reproducing grands—pianos and players of the very finest make. Every one marked at its regular price—and you deduct \$100.

Two Whole Years to Pay

Buy your piano now—have it for Christmas—with no heavy drain on your purse right at holiday time! Gimbel's terms of two whole years to pay make that possible. The terms also include a bench to match every player—a stool with every piano—and the privilege of charging up to \$50 worth of music rolls to your player account. Also—

if you have an old piano you wish to exchange you can subtract a fair allowance from the price of the new one.

With a sale so sweeping in its scope—it is impossible to quote prices—but here's just a sample of how they stand with the \$100 deduction. Think of buying a new 88-Note

Player Piano
for \$425

Music Salons will be open every evening until 9 o'clock. After 5.30, please use 33rd Street Entrance, near Broadway.

GIMBELS MUSIC SALONS—Eighth Floor

If You Can't Call, Mail the Coupon

GIMBEL BROTHERS, MUSIC SALONS
33rd Street and Broadway, N. Y. City

Gentlemen: Please send me further information concerning your Christmas Club Sale offering Pianos, Players and Grand Pianos at \$100 off.

Name.....

Street and Number.....

City and State.....

E. W. 12-5



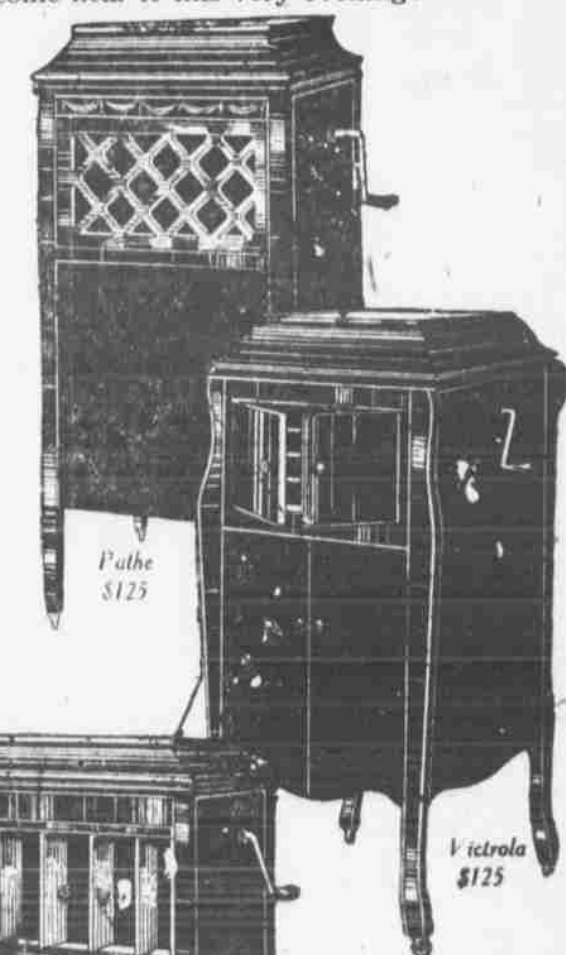
\$59

Terms As Low
As \$5 a Month

\$59—and terms as low as \$5.00 a month! What family need do without music at Christmas? And this is not by any means a \$59 machine—but a higher priced Conried phonograph at a great reduction—a phonograph in fine mahogany finish—with a universal tone arm playing all makes of records—a wooden amplifier that gives it a clear, resonant tone—a tone modifier—a powerful, silent-running motor! All the improvements that stamp it as well worth its regular—far higher price—and a really sensational Christmas opportunity at this sale price. Every bit of the keen delight that a phonograph brings—but a very little bit of what a good phonograph usually costs. Better come hear it this very evening!

Buy Your Phonograph
Where You Can Hear
All the Best Makes

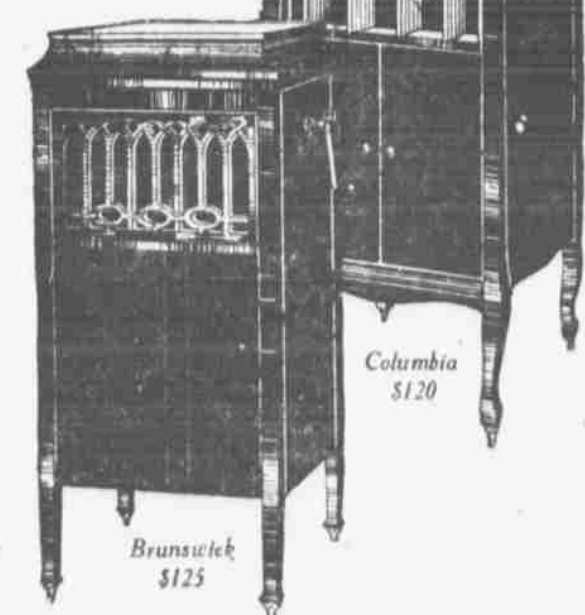
At Gimbel's—of course—where all the four best makes—in fullest assortment—are arranged for a convincing test. Prove to yourself—independent of others' judgments—the phonograph you believe best. Choose by comparing them all—by performance—by tone—and attractiveness. Your own judgment is your only guide to permanent satisfaction.



Terms As Low
As \$5 a Month

Pathe—with \$25 worth of Pathe records free; Brunswick with its famous Ultona and oval amplifier of molded holly wood; Columbia Grafonola—and Victrola—all here for your comparison. And—may we suggest—there's a good evening's entertainment to be had right here—testing them!

Terms
as Low
as \$5.00
a Month



GIMBEL BROTHERS MUSIC SALONS,
33rd Street and Broadway, N. Y. City

Gentlemen: Please send me further information concerning the Brunswick (), Pathe (), Victrola (), Columbia Grafonola (), or Conried Phonograph ().

Name.....

Street and Number.....

City and State.....

Music Salons Open Evenings
Until 9 o'Clock. Use 33rd St.
Entrance, Near Broadway.

Brooklyn, Long Island and New Jersey Customers Direct to Gimbel's via Tubes and Subways